

Dividers

by *Gerit*

ADD A NEW DIMENSION TO ANY ROOM

*gives you a new elegance
in room dividers and partitions.*

A DIVISION

SWANLITE PRODUCTS CO.

2530 EAST 73rd ST. CHICAGO 49, ILL.

Telephone BAyport 1-7440

D I V I D E

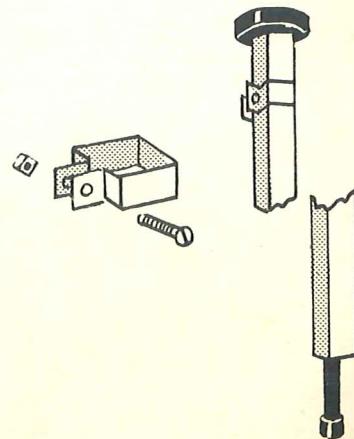


provide a wonderfully inexpensive way to create decorative individuality—and change the ordinary into the unusual.

Recognizing an urgent demand for decorative dividers, Jerit has created and produced a complete line of beautifully dramatic stock and custom units for residential and commercial installation. Only Jerit offers such a complete selection of dividers and partitions—created for amateur and professional decorators to aid them in producing a host of interesting and praise-winning combinations . . . combinations that are limited only by one's imagination and the application of the dividers.

It's easy as A-B-C . . . to DO-IT-YOURSELF with Jerit Dividers!

No costly or time-consuming installation worries with Jerit Dividers and partitions. Anyone can quickly and easily install Jerit Dividers. Each basic unit consists of 1"x1" heavy steel square posts—a screw-type base that allows 6" adjustment—non-skid rubber shoes—pre-cut and pre-punched panels—clamps, bolts and nuts. Special adaptors permit permanent installation and still allow removal at any time without marring floor or ceiling.



D I V I D E



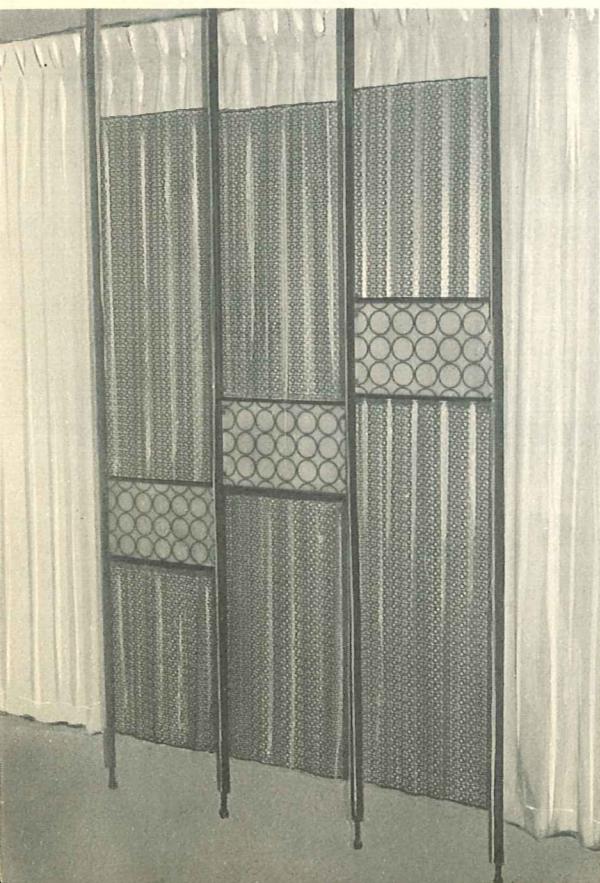
Kingston

A CONVERSATION-PIECE

58" wide black posts support Seville metal brass color upper panels, 18" x 24"—18" x 36"—18" x 48".

Delta design lower fibreglass panels are amber color—sizes 18" x 24"—18" x 36"—18" x 48". Brass color shelves 7" x 18" and brass color flower boxes with liners 6" x 17" are included. Unit is also available with gold anodized aluminum posts, black Seville panels and fibreglass panels in any design or color as shown on back cover.

Black shelves and black flower boxes available.



Black Lace

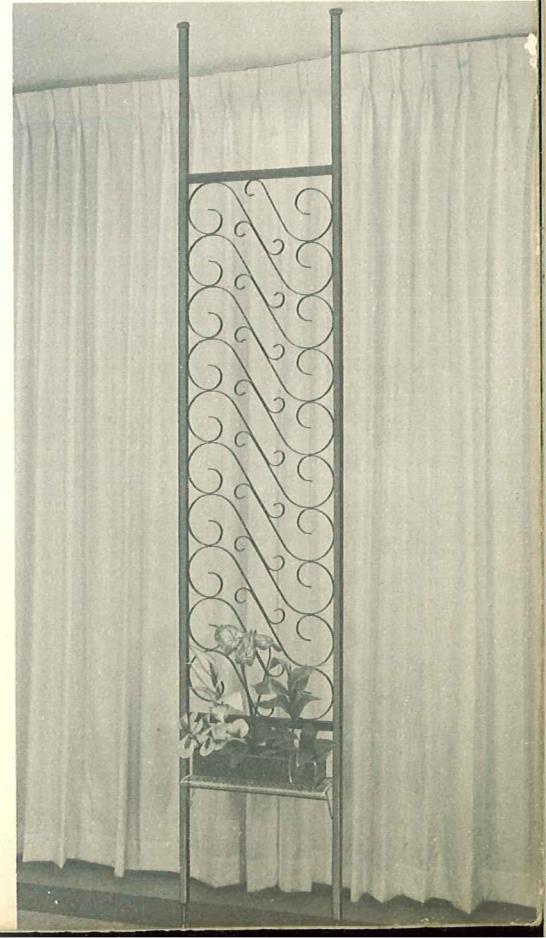
TWO ROOMS FROM ONE

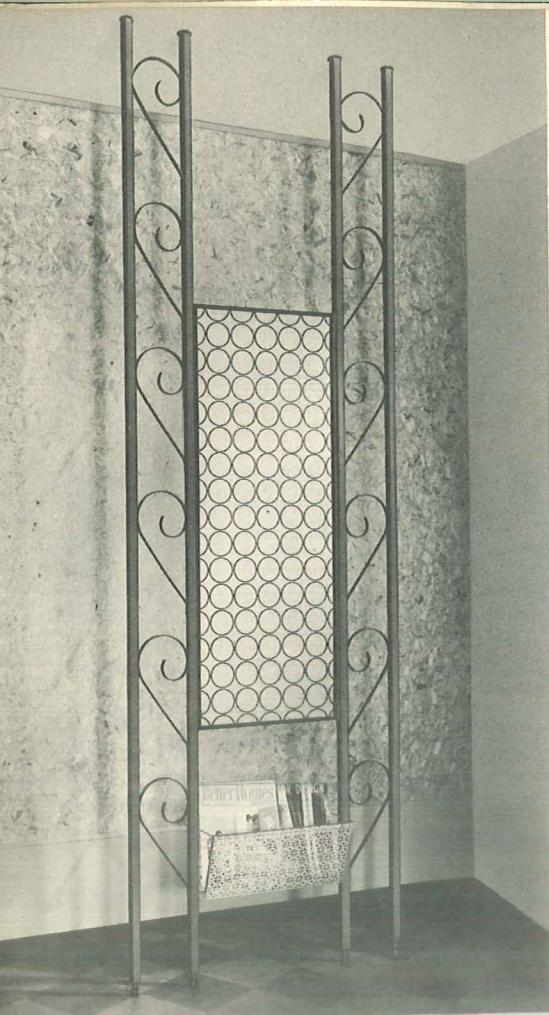
True elegance! 58" wide black posts support upper and lower panels of black color Seville metal sizes 18" x 36"—18" x 48". Circle design clear fibreglass panels are 18" x 24". Unit is also available with gold anodized aluminum posts, brass color metal Seville panels and fibreglass panels in any design or color shown on back cover.

New Orleans

OLD WORLD ELEGANCE FOR A PLAIN WALL

20" wide black posts and scrolls supports Black shelf 7" x 18" and brass color flower box with liner 6" x 17". Unit is also available with gold anodized aluminum posts and black scrolls—brass color shelf and black color flower box.

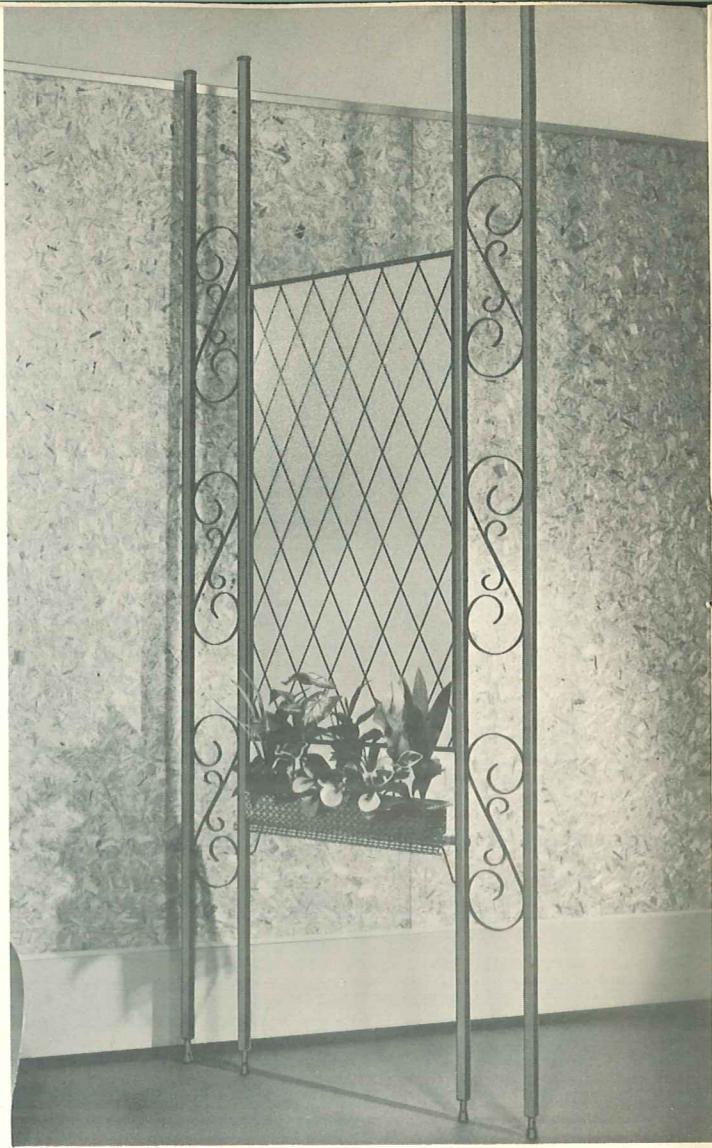
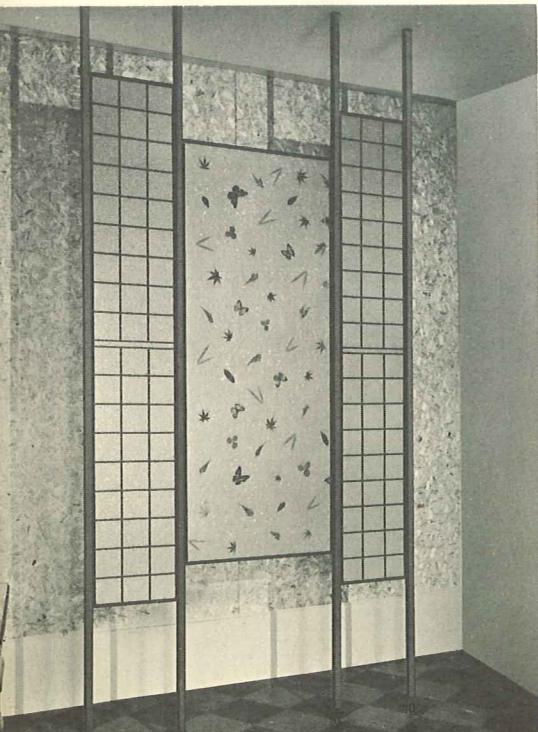




▲ *Symphony*

IDEAL FOR SEPARATING LIVING AND DINING AREAS!

34" wide, black scroll columns support clear circle design fibreglass panel 18" x 48". Brass color magazine rack 18" long included. Gold anodized aluminum scroll columns available if desired.



▲ *Duchess*

TRADITIONALLY BEAUTIFUL HALL DIVIDER

40" wide, black scroll columns with clear diamond fibreglass panels 24" x 48". Black shelf 7" x 24" and 6" x 21½" brass color flower box with liner included. Unit is also available with gold anodized scroll columns and fibreglass panels in any color or design as shown on back cover. Shelf and Flower box—available in black.

◀ *Oriental*

DELICATE ORIENTAL SALON DIVIDER

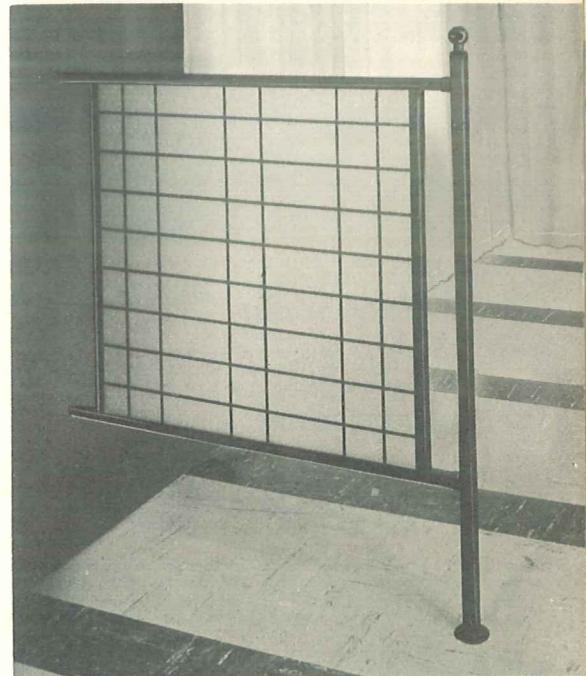
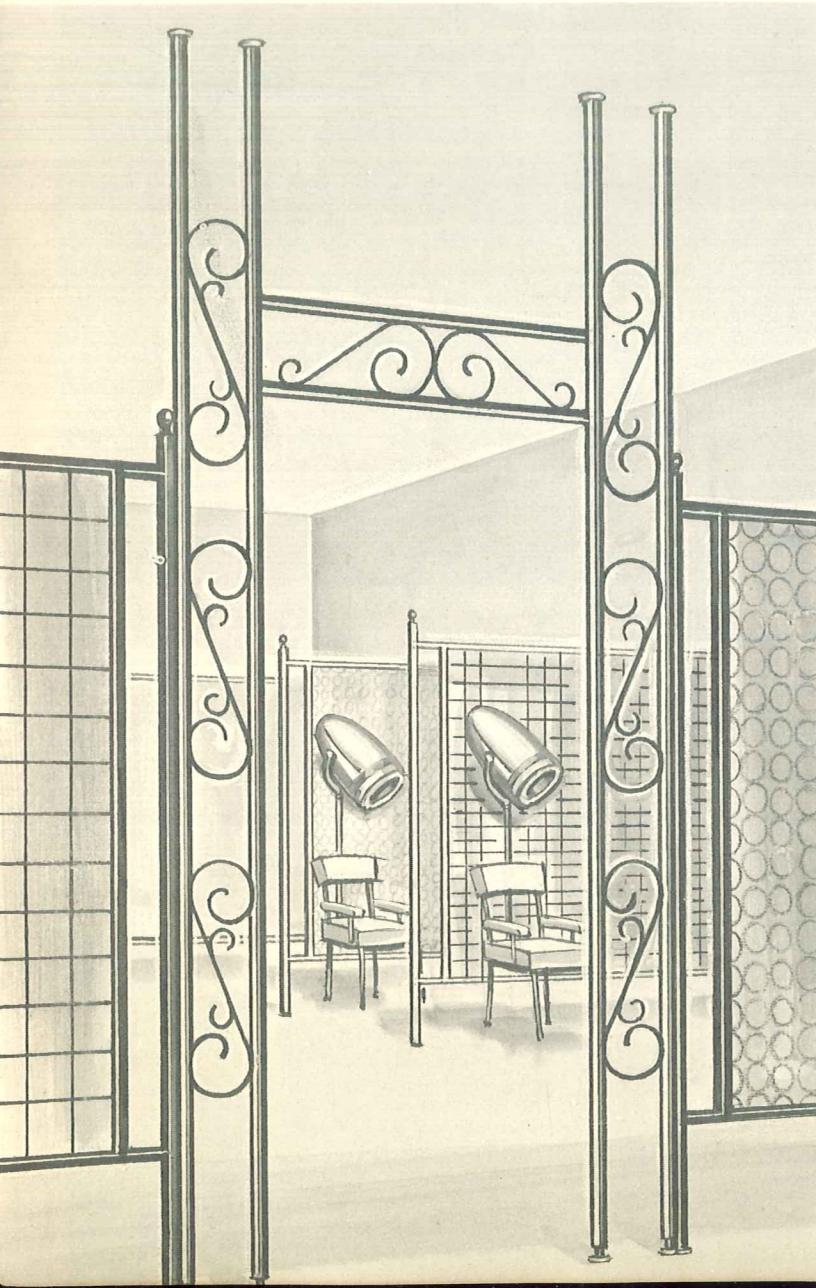
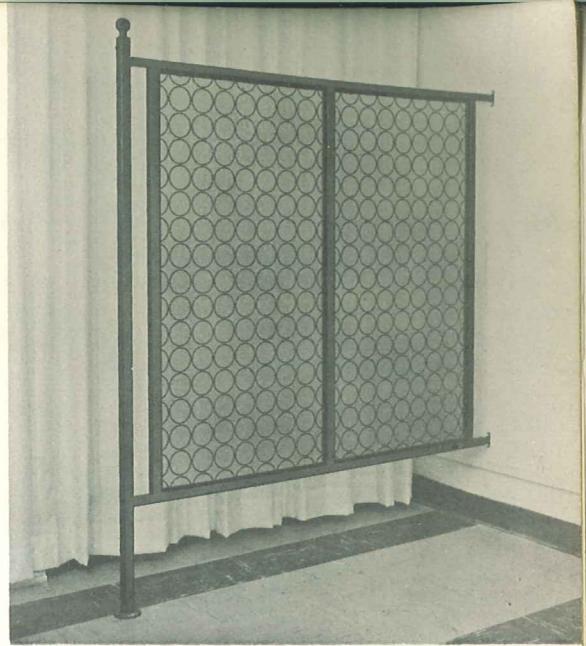
52" wide, black posts support Center Oriental Garden design fibreglass panel 24" x 60". Shoji design outer fibreglass panels are 12" x 72". Unit is also available with gold anodized aluminum posts and fibreglass panels in any design or color shown on back cover.
"The dramatic finishing touch"

D I V I D E

The Beauty Fences

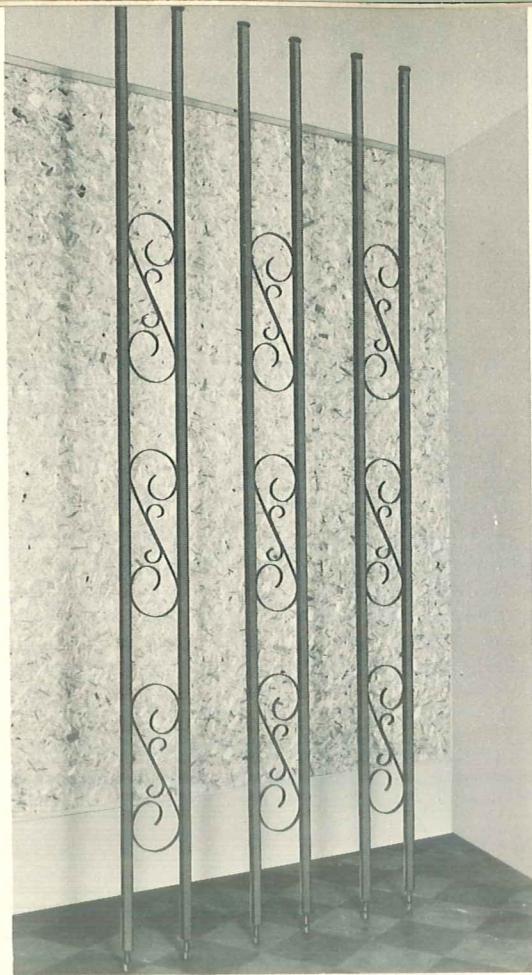
A NEW AND EXCITING IDEA IN ROOM DIVIDERS!

Ideal for beauty salons and other commercial establishments where a combination of beauty and utility is desired. Transform large open areas into semi-private work areas of breath taking beauty and improve efficiency and working conditions.



Use Jerit Fences with the Trellis Header, as pictured, or any other Jerit Dividers. Heavy $1\frac{1}{4}$ " x $1\frac{1}{2}$ " steel posts have welded flanges that anchor into floor and wall. Sturdy 1 " x 1 " steel frame supports beautiful laminated fibre-glass panels in your choice of any design and colors that appear on back cover.

Framework in black only. 2 widths and 2 lengths.
44" wide—52" high 57" wide—52" high
44" wide—64" high 57" wide—64" high

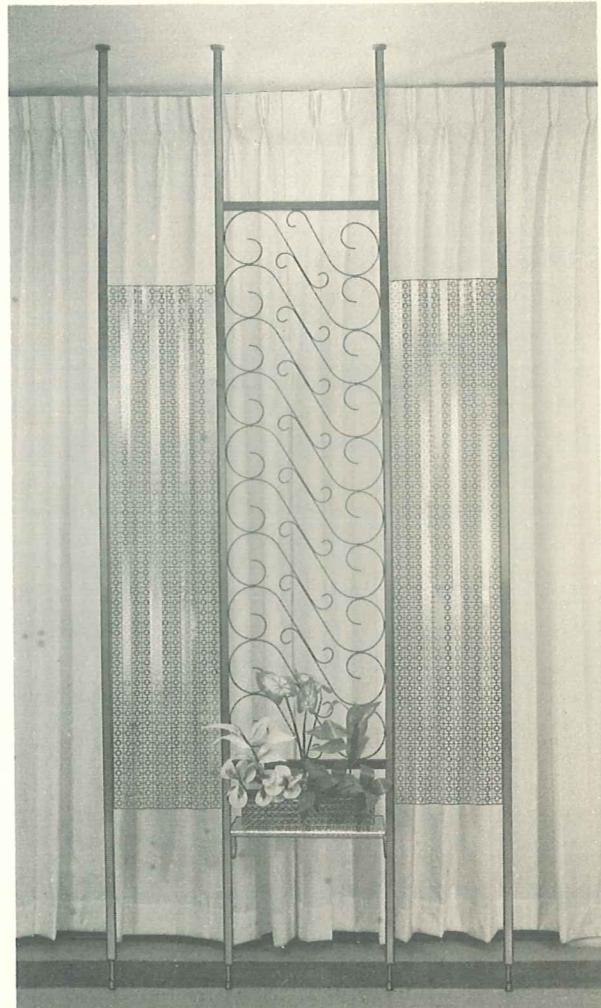


DIVIDE

Bayou

PERFECT HALL DIVIDER

46" wide, black posts support gleaming brass color Seville metal panels 12" x 60". Unusual Flower Box, 6" x 17" with liner in matching brass color—supported on brass color shelf, 7" x 18". Also available with gold anodized posts and black scrolls—black panels, shelf and flower box.



Rhapsody ▲

JUST A SUGGESTION OF A WALL
OFFERS OPEN AREA STYLING AND
DIVIDES ROOM

Each black scroll column measures 8" wide—spaces 6" apart. Also available with gold anodized aluminum scroll columns.



Embassy

ALL-PURPOSE DECORATIVE WALL UNIT

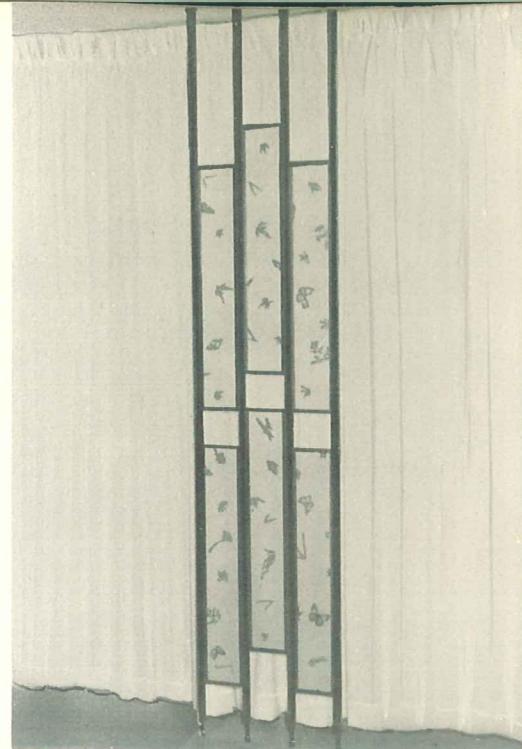
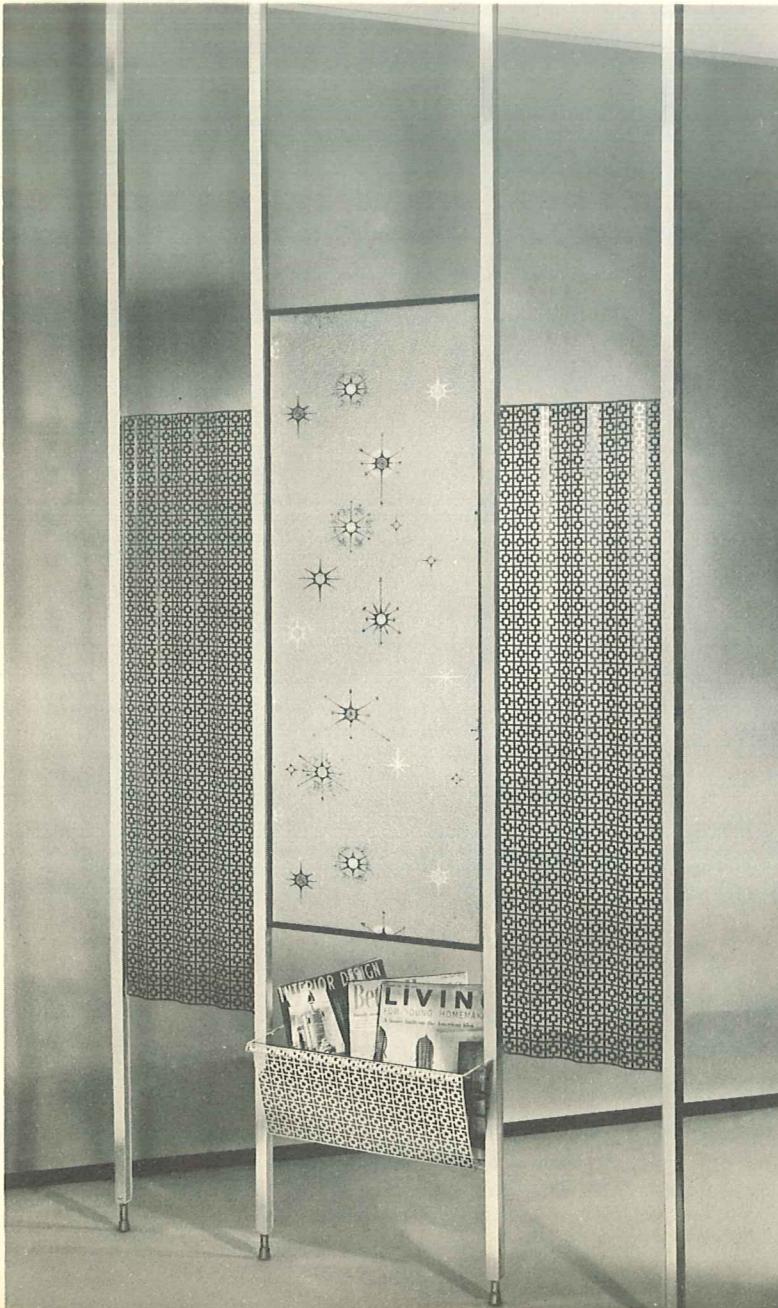
46" wide, black posts support clear Shoji design upper fibreglass panels 12" x 24" and lower fibreglass Shoji panels 12" x 36", 3 black color shelves 7" x 18". Brass color magazine rack 18" long. Also available with gold anodized aluminum posts and brass color shelves. Fiberglass panels in any design or color as shown on back cover. "It's so easy to do-it-yourself"

DIVIDE

Park Avenue

ULTIMATE IN DESIGN AND BEAUTY—HAS MANY
USEFUL APPLICATIONS

46" wide—gold anodized aluminum posts support center fibreglass panel 18" x 48" in Galaxy design, aqua-glo color. Black Seville design metal panels 12" x 48" in Seville design and brass color magazine rack 18" long included. Also available with black posts, Seville metal brass panels and any designs or colors as shown on back cover.



Geisha

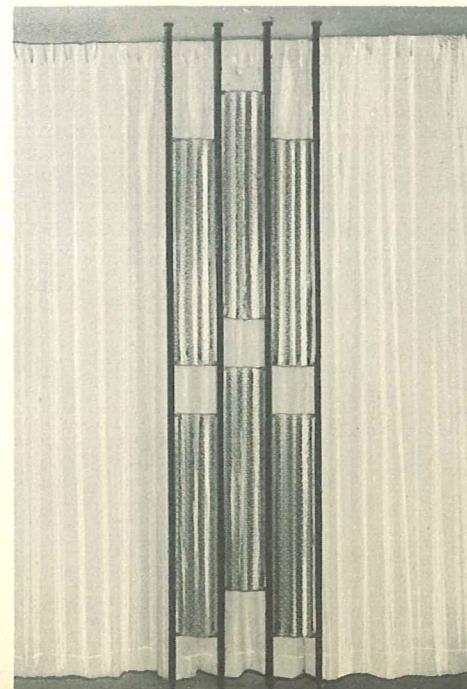
ORIENTAL CHARM IN AN OPEN
AREA DIVIDER

22" wide, black posts support Oriental Garden clear fibreglass panels, 6" x 36". Also available with Gold anodized aluminum posts and panels in any design or color shown on back cover.

Sovereign

DRAMATIC AREA DIVIDER

22" wide, black posts support brass color Seville metal panels, sizes 6" x 36". Also available with gold anodized aluminum posts and black Seville metal panels.



Hollywood

CREATE A COLORFUL BACKGROUND OR
DIVIDE A LIVING-DINING ROOM

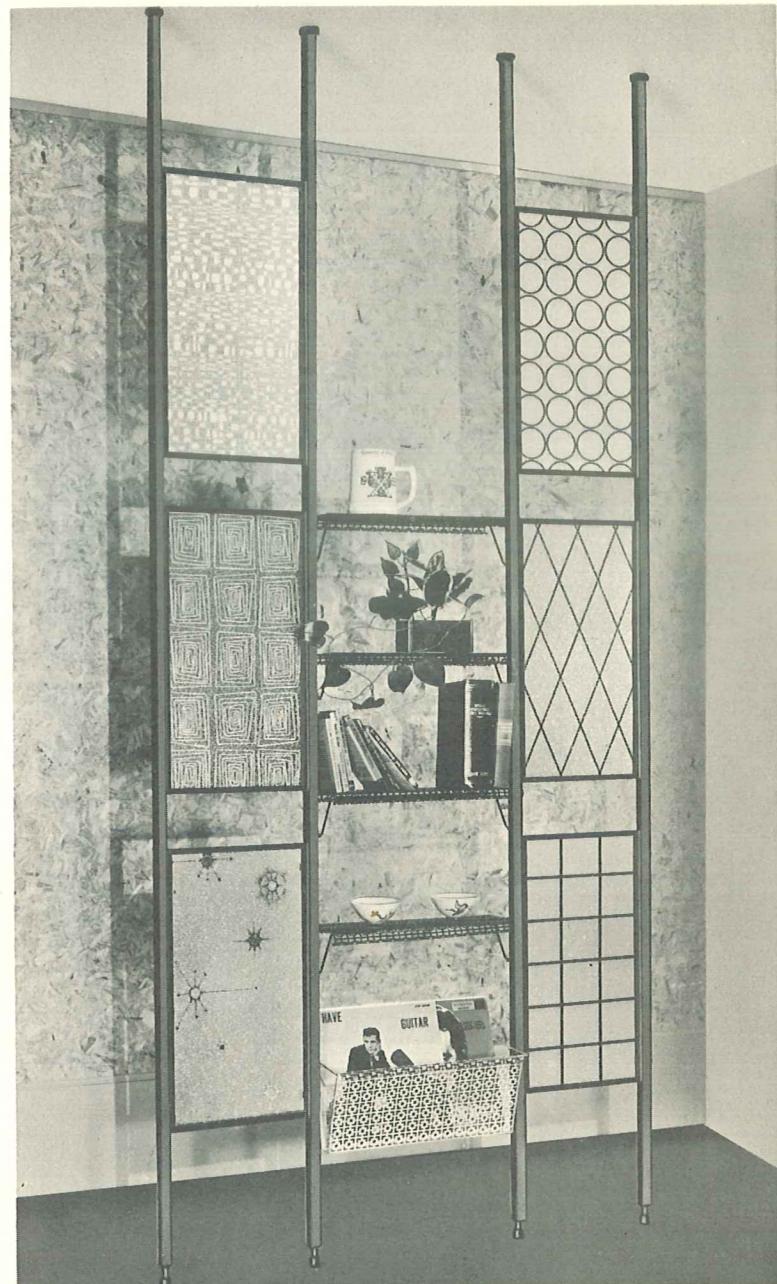
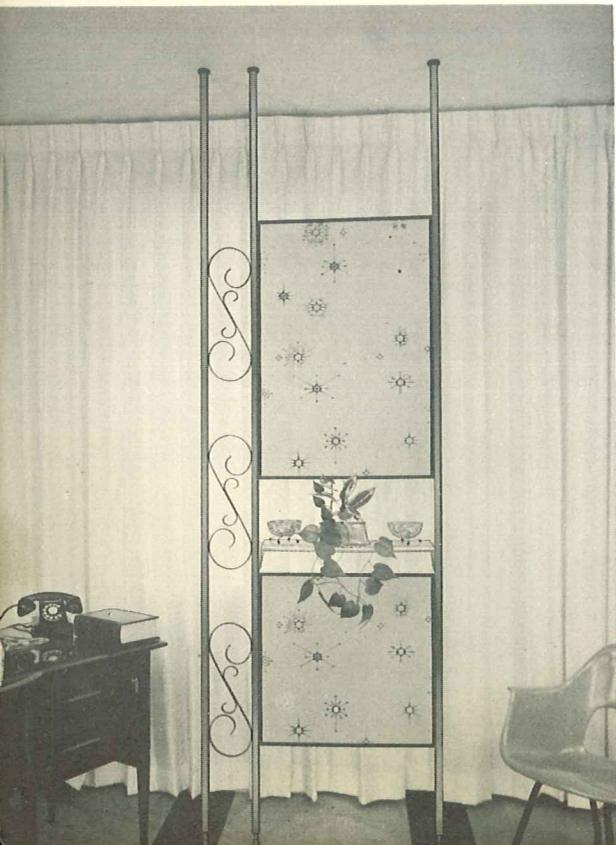
46" wide, black posts support fibreglass panels, 12" x 24" in multi-designs . . . Delta, Galaxy, Manhattan, Circles, Diamond and Shoji. Black shelves 7" x 18" and brass color magazine rack—18" long included. Also available with gold anodized aluminum posts and fibreglass panels in any design or color as shown on back cover. Brass shelves available.



Topper ▲

IDEAL "TOPPER" FOR EXISTING
ISLAND DIVIDER

46" wide—available from 48" to 60" in height. Black posts with black Seville metal panels—12" x 36". Black shelves 7" x 18". Also available with gold anodized aluminum posts, brass Seville metal panels and brass shelves.



Cortland

SLIM DIVIDER THAT ADDS STARTLING
DRAMATIC TOUCH

33" wide, black post and scroll design supports top fibreglass panels 24" x 36" with aqua-glo Galaxy design. Bottom fibreglass panel aqua-glo Galaxy design 24" x 24". Brass shelf 7" x 18". Also available with gold anodized aluminum post and scroll column and fibreglass panels in any design or color as shown on back cover. Shelf available in black color.



◀ Modern Times

A UNIQUE CONVERSATION PIECE TO BRIGHTEN ANY ROOM

Unusual design features an electric clock with sweep second hand mounted in laminated fibreglass panel and firmly supported. Black post frame supports your choice of laminated fibreglass panels as illustrated on back cover. Overall size 14" x 14" x 72". Panel size 12" x 60".

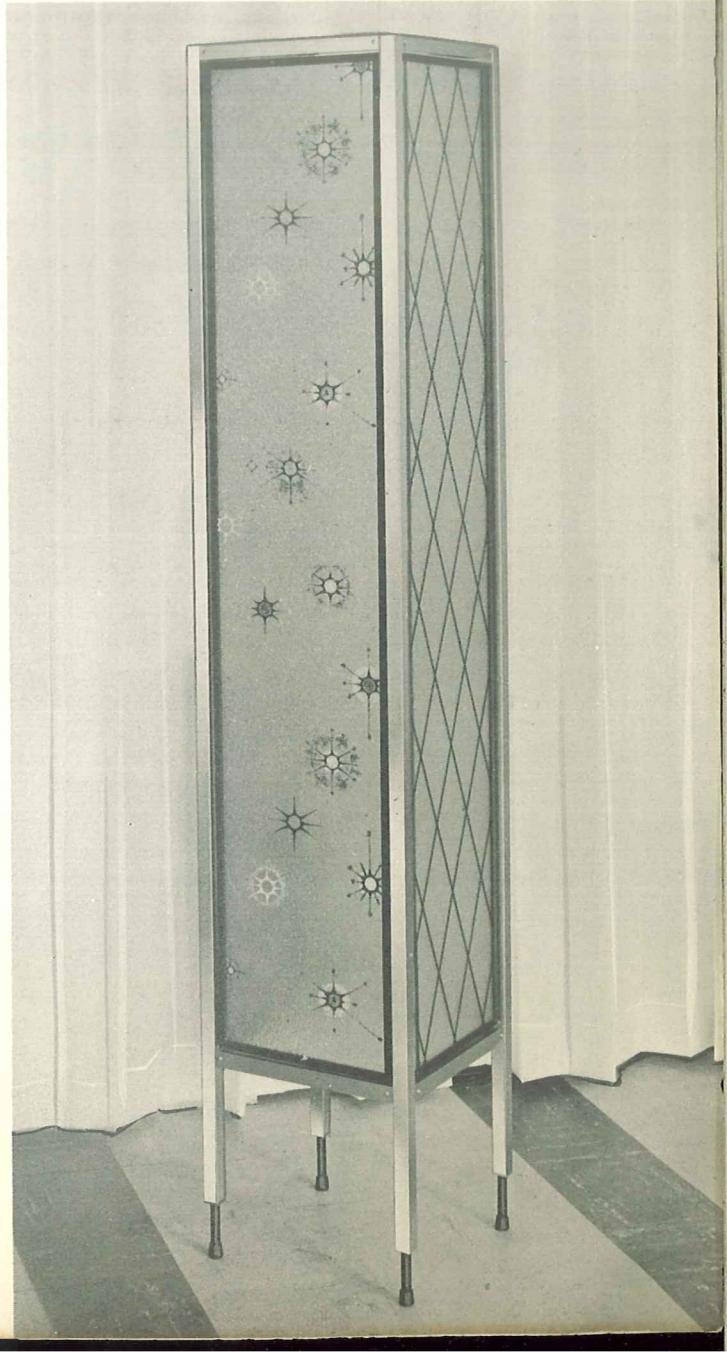
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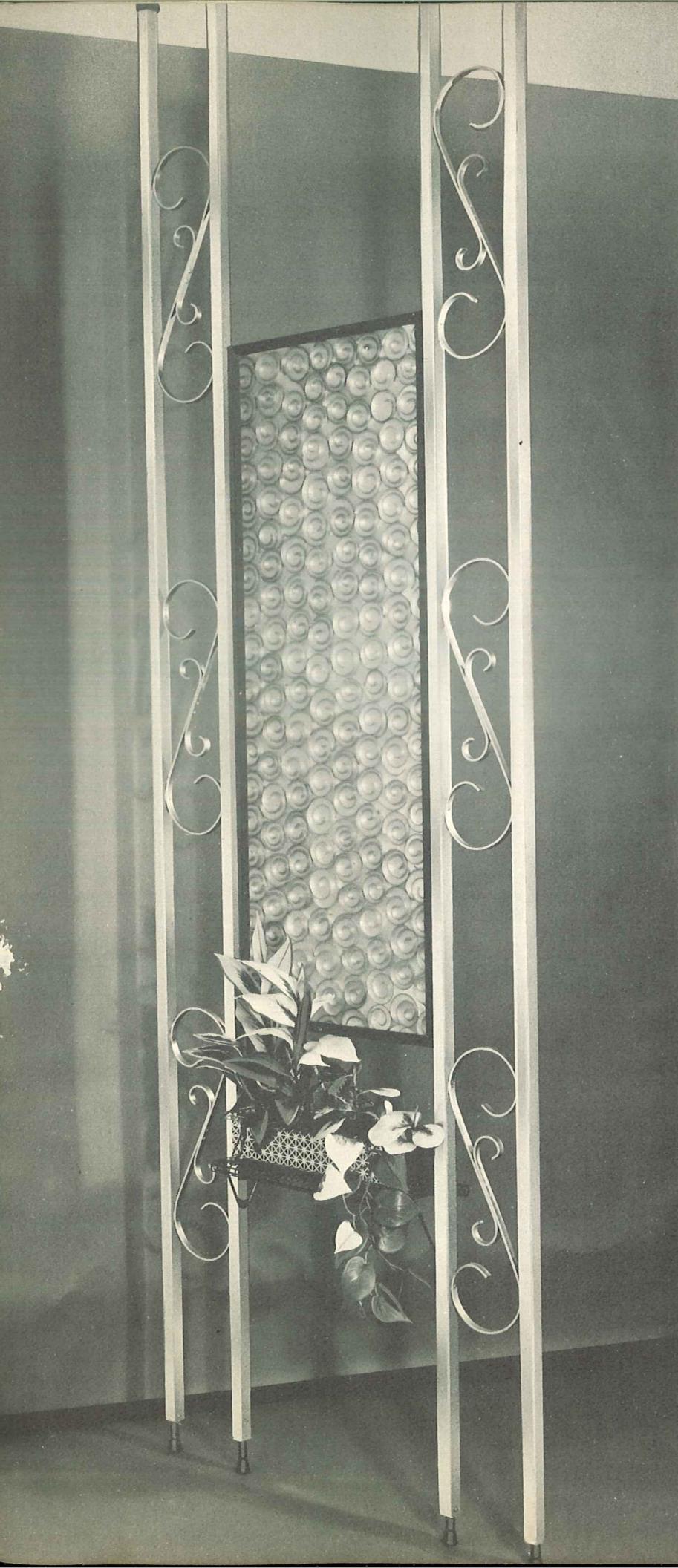
4 Poster

BEAUTIFULLY DELICATE DIVIDER ➤

Features anodized aluminum gold posts with your choice of laminated fibreglass panels as shown on back cover. Same sizes as Modern Times.

“*The Perfect Compliment
to your good taste*”

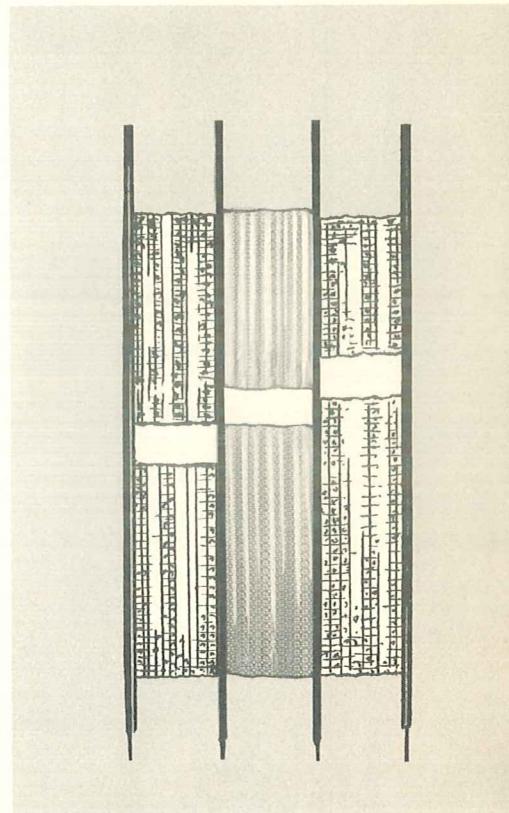




Diplomat

JEWEL-LIKE BEAUTY IN A PLANTER-BOX DIVIDER

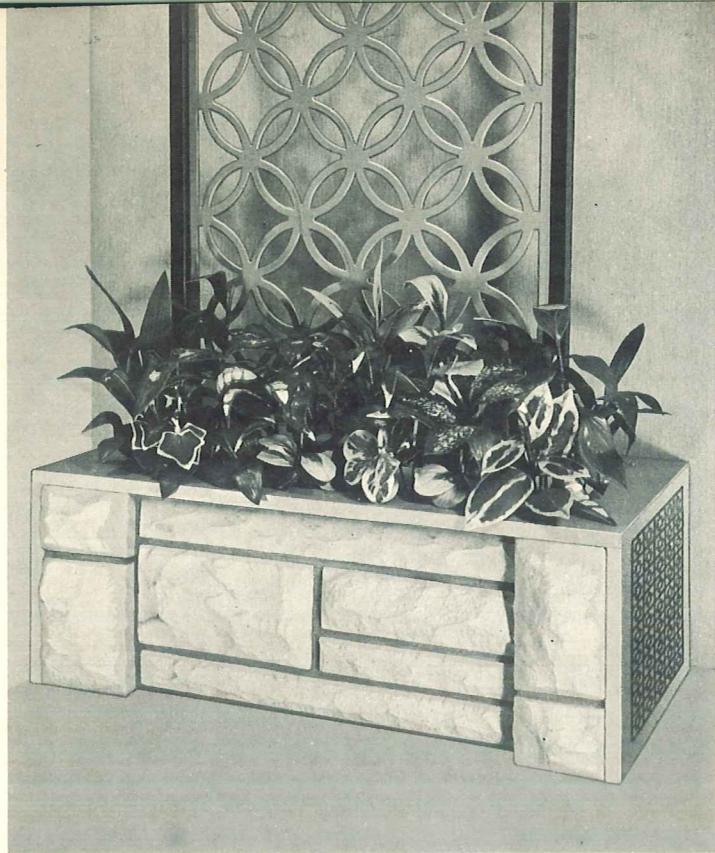
This beautiful unit provides a gracious entrance area for any home or commercial building. 34" wide gold anodized aluminum scroll columns support a Tropical Woodcurl $\frac{1}{2}$ " thick panel 18" x 48". Black 7" x 18" shelf with brass flowerbox and liner 6" x 17".



D I V I D E

JERIT CUSTOM DESIGN SERVICE

Although Jerit Dividers are ideally suited to a do-it-yourself installation and design, if expert planning help is desired we will be happy to help you select the arrangement that best suits your needs. Your salesman will gladly refer you to a member of the store's interior decorator staff. If you prefer, write Jerit Supply Company, 1420 West 76th Street, Chicago 20, Illinois. Your inquiries are invited.



Planter Box

Beautiful simulated stone sides of moulded fibreglass. Walnut or natural finished Philipine Mahogany ends, top ledge. Ideal as a divider base. Available in three sizes: 13" high—28" long—15" wide . . . 13" high—40" long—15" wide . . . 13" high—51" long—15" wide.

Berkley

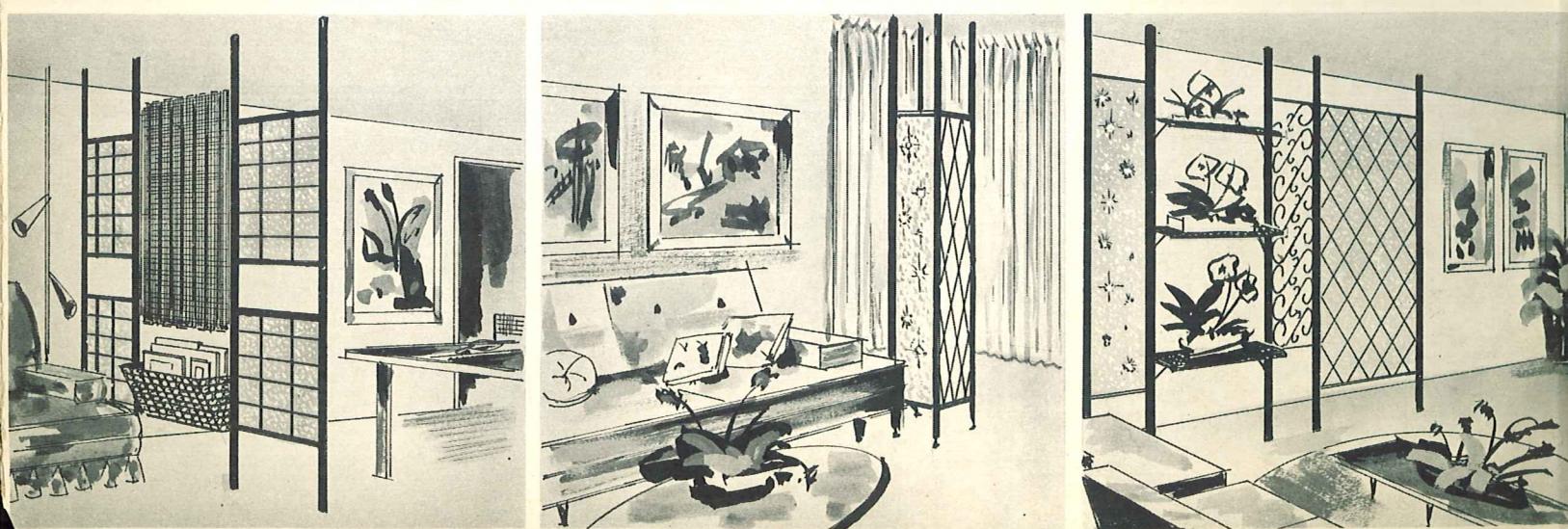
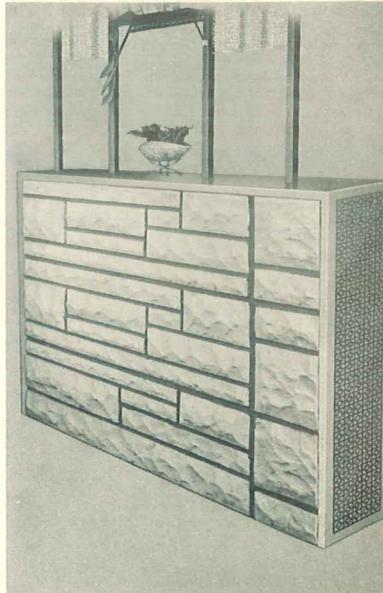
STARTER AND ADD-ON THE BEGINNING OF A DIVIDER WALL

Basic units for the start of a beautiful divider wall. Black posts with black metal Seville panels in four sizes: 12" x 24"—12" x 36"—6" x 24"—6" x 36". Also available with gold anodized aluminum posts and brass color Seville metal panels. Add partial units to create any size divider wall suited to your needs.

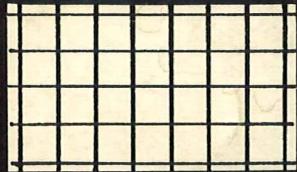
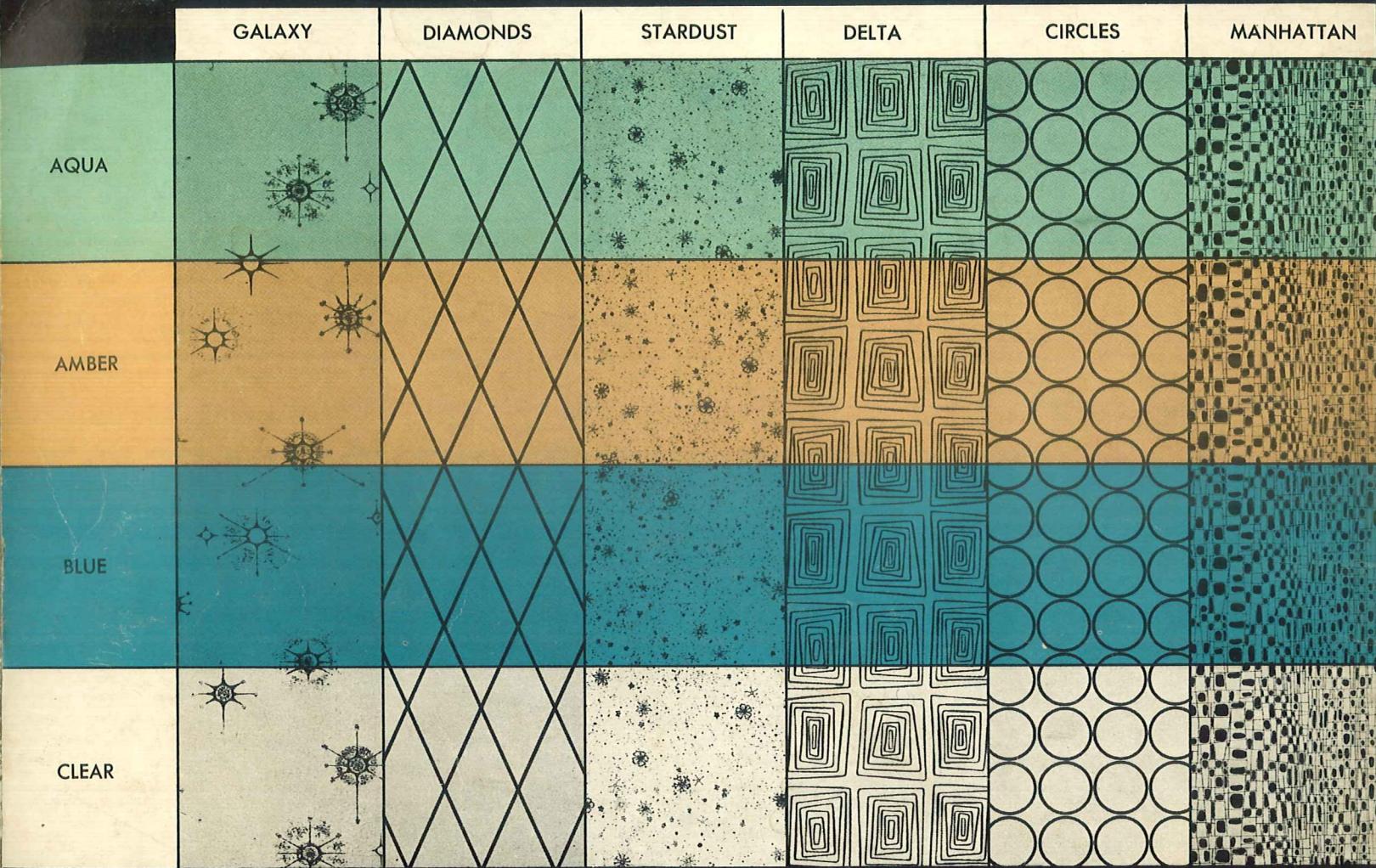
Island Divider

ADDS A TOUCH OF THE OUTDOOR TO YOUR INTERIOR

Simulated Lannonstone is made of tough, durable, moulded fibreglass. It looks and feels like real stone—without the cumbersome weight. Solid Philipine Mahogany, hand rubbed natural or Walnut finish adds the perfect touch on top ledge and sides. Perfect for use as a Divider base or Planter Box. Available in two sizes: 27" high—51" long—12" wide . . . or 39" high—51" long—12" wide.



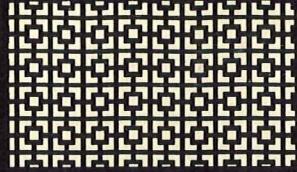
Here are lifetime panels of beautifully created fibreglass with which to dramatize and create stunning interiors of custom design. All panels and colors shown are available. Ask your salesperson.



SHOJI-Clear only



ORIENTAL GARDEN
Clear only



METAL SEVILLE BLACK



METAL SEVILLE BRASS

Beautiful, artistic designs are silk screened on rice paper and sandwiched between two layers of fibreglass matting . . . thus permanently embedding the design and color. The translucent feature permits the pleasing transmission of soft, diffused light. Its strength and durability has enabled the builder to use it as a building product.

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